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# GEORGINA M. PANAHİ

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## MARKETING PROFESSIONAL

DEDICATED MARKETING PROFESSIONAL with a broad spectrum of organizing, political advocacy, and business management expertise that integrates guidance skills, and real-world experience credentials with lifelong interest for helping others. Diverse scope of qualifications encompassing assessing complex situations and formulating solutions.

Competent facilitator with keen analytical ability; adept in needs assessments, program efficacy, and creating marketing and advertising programs. Self-directed and highly motivated; successfully acclimate to new professional roles. Able to respond effectively to demanding situations, provide visionary leadership, and follow through with diligence and competence. Specializing in communicating and coalescing with individuals from various social and economic backgrounds. *Executive Management Skills include:*

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|----------------------------------|------------------------|-----------------------|
| • Strategic Planning             | • Project Management   | • Data Analysis       |
| • Resource Management            | • Product Positioning  | • Coalition Building  |
| • Staff Supervision & Motivation | • Budget Management    | • Event Coordination  |
| • Crisis Management              | • Competitive Analysis | • Presentation Skills |

*Computer Proficient in Word Processing, Spreadsheet, Presentation, & Database Software*  
*Bilingual Communication Skills in English & Spanish*

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## EDUCATION

**Bachelor's Degree in Business Administration in Management**

**New Mexico State University**

*Concentration in Entrepreneurship*

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## PROFESSIONAL EXPERIENCE

**Marketing Manager**

**El Paso Children's Hospital**

**December 2011- Present**

**El Paso, Texas**

Manages and facilitates all marketing, media relations, public affairs, business development, internal and external communications, website development, social media, community outreach, as well as government relations for the first-ever separately licensed independent children's hospital in El Paso - El Paso Children's Hospital. Facilitates the design, production, and distribution of all promotional materials, acts as a government relations/pr liaison to Children's Hospital Association of Texas and Children's Hospital Association, contracts all media and oversees ad agency development. Plans and manages major special events and trades shows for the hospital.

- Managed and produced the Ribbon Cutting Ceremony for the first ever children's hospital in El Paso with over 2,000 attendees.
- Launched and developed El Paso Children's Hospital first bilingual website.
- Produced over 100 stories for local, regional, national, and international media outlets in first 8 months of operation.
- Facilitated over 40 VIP events for patients and families at El Paso Children's Hospital in first 8 months of operation.

**Legislative Aide****June 2008–November 2011****Office of City Representative Emma Acosta-District #3****El Paso, Texas**

Managed and directed day-to-day operations of the office of an elected official. Provided direction to office staff. Performed policy research and analysis on a range of important constituency and budgetary issues. Served as a liaison to citizens, community groups, public and private organizations, and various governmental agencies. Maintained full planning responsibility for high-profile projects and special events. Appeared in the place of the Representative at various official functions and meetings. Drafted press releases, statements, speeches, and other written material; prepare executive memos, summaries, reports and opinion/position papers; and performed moderate to complex administrative office support tasks and activities.

- Resolved complex matters as they occurred; provide guidance and training to staff when necessary.
- Conducted detailed research and analysis on a wide variety of topics.
- Oversaw planning and coordination of all aspects of programs, projects and events.
- Reviewed all bid proposals for projects in District 3.
- Analyzed budget and legislative issues and developed plans and options.

**Consultant****2007–2008****Billing & Consulting Services of El Paso****El Paso, Texas**

Earned independent license through American Billing Systems to serve medical providers, general small business and political candidates in the El Paso Area as an independent licensee of American Billing Systems. Provided electronic claims processing and comprehensive billing services to medical providers using HCFA 1500, pre-authorized checking for all businesses and served as a consultant for political candidates.

- Conducted business-to-business sales.
- Provided technical support.
- Implemented aggressive effective marketing plans.

**Alumni Association Executive Director****2005–2006****New Mexico State University****Las Cruces, New Mexico**

Oversaw all operations, management, marketing, events and public relations for the Alumni Association. Managed a staff of six employees in Las Cruces and Santa Fe, NM. Oversaw 55 alumni chapters in the nation, worked with the Executive Council and planned events locally and nationwide.

- Ensured accurate and complete alumni database records; capture contact, biographical and career information of alumni via surveys, projects (e.g. alumni directory), correspondence, website, postal returns, etc.
- Collaborated closely with development colleagues in increasing support from alumni; routinely identify and qualify alumni prospects for gifts.
- Oversaw and balanced the budget for Alumni Relations; within the annual program budget, managed existing and/or additional alumni programs, services and communications.
- Raised funds for select special projects and events in collaboration with Development colleagues.

**Marketing Director****2002-2005****SUN BOWL ASSOCIATION****El Paso, Texas**

Provided vision, management, and direction of all marketing for the association and attained corporate and local sponsorships of major college Bowl Game. Managed all sponsorship, agreements and incorporated new promotions for sponsors. Orchestrated the distribution of all promotional materials, acted as a liaison to the alumni associations, contracted all media and served as an ad agency contact. Planned and managed major special events and coordinated the annual Sun Bowl Game and event operations with over 300 volunteers.

- Developed and managed marketing budget over \$250,000; increased sponsorships by more than \$75,000.
- Researched, analyzed, negotiated and executed title sponsorship evaluation.
- Assisted in the presentation and coordination of the annual Thanksgiving Day Parade (over 250,000 attendees).
- Administered event management to include managing and coordinating special events. Duties included deciding on the theme, layout and facility design, work flow charts and coordinating entertainment.
- Implemented cross-promotions with over three major sponsors, to include: vehicle giveaways, trip giveaways, cash promotions, souvenir cups and product samplings.
- Increased attendances for the Sun Bowl game each year and had the first ever sell out in 71 years with a standing room attendance of 51,288 and stadium capacity of 50,426.

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**COMMUNITY INVOLVEMENT*****Leadership El Paso, Class XXX******Junior League of El Paso*** – Board of Directors, Board & Council, Community Council, and  
Community Research Chair (Present)***Amigo Airsho*** - Media Committee Member (2010)***March of Dimes*** - Citizen of the Year (2003, 2004), Signature Chef (2008)***El Paso County*** - Children's Hospital Bond Campaign Volunteer (2007)***City of El Paso Charter & Bond Campaign***- Campaign Volunteer (2004)***EPISD Bond Campaign*** – Campaign Volunteer (2003)

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